

REMARKS

In the Official Action mailed on **21 November 2007**, the Examiner reviewed claims 1-22. Examiner rejected claims 1, 2, and 5-22 under 35 U.S.C. §102(e) based on Lortscher et al. (U.S. Pub. No. 2002/0111816 hereinafter "Lortscher"). Examiner rejected claims 3 and 4 under 35 U.S.C. § 103(a) based on Lortscher.

Rejections under 35 U.S.C. § 102(e)

Independent claims 1, 17, and 20 were rejected under 35 U.S.C. §102(e) as being anticipated by Lortscher. Applicant respectfully points out that embodiments of the present invention (1) request information from the consumer, wherein the information includes areas of interest for the consumer; (2) receive the areas of interest from the consumer; (3) request detailed information about the consumer; and (4) receive the information, wherein the information includes detailed information related to the areas of interest for the consumer (see instant application page 10, lines 17-22). The benefit of this process is that the information received from the consumer is custom-tailored to a given consumer's area of interest and is more meaningful to a licensee (e.g., the information can be licensed to licensees that sell products and/or services in those areas of interest).

There is nothing in Lortscher which suggests the limitations described above. Accordingly, Applicant has amended independent claims 1, 17, and 20 to include the limitations listed above.

Hence, Applicant respectfully submits that independent claims 1, 17, and 20 as presently amended are in condition for allowance. Applicant also submits that claims 2-16, which depend upon claim 1, claims 18-19, which depend upon claim 17, and claims 21-22, which depend upon claim 20, are for the

same reasons in condition for allowance and for reasons of the unique combinations recited in such claims.

CONCLUSION

It is submitted that the application is presently in form for allowance.
Such action is respectfully requested.

Respectfully submitted,

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